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Notes:

1. Untranslatable words are replaced with asterisks (****).
2. Texts in the figures are not translated and shown as it is.

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TECHNICAL FIELD

[Field of the Invention] This invention relates to the high advertising method and advertising transfer system of advertising efficiency still in detail about the advertising method and an advertising transfer system system.

[Translation done.]

CLAIM + DETAILED DESCRIPTION

[Claim(s)]

[Claim 1] As opposed to an advertiser making the encapsulation advertisement distributed by the advertiser accompany to a contractor's correspondence, and transmitting to arbitrary third parties (henceforth the 1st receiving person) by E-mail among the 1st person (henceforth a contractor), The distribution step which distributes to a contractor the contract step which makes a contract of paying a countervalue, and the key with which an advertiser opens an encapsulation advertisement and an encapsulation advertisement, The 1st transmitting step which a contractor makes an encapsulation advertisement accompany to correspondence, and transmits to the 1st receiving person by E-mail, The key transmitting step at which an advertiser transmits the key which opens an encapsulation advertisement to the 1st receiving person according to the claim from the 1st receiving person, If an advertiser receives the request for a key which opens an encapsulation advertisement from the 1st receiving person a countervalue is paid to a contractor through a telecommunications company, ISP (internet service provider), etc. -- [it pays and / step] The advertising method characterized by having the countervalue offset step which deducts the sum with which a telecommunications company, ISP, etc. are equivalent to the countervalue paid to the contractor from the advertiser through a telecommunications company, ISP, etc. from a contractor's phonecall charges.

[Claim 2] The advertising method according to claim 1 that it is characterized by paying a contractor a countervalue through a telecommunications company, ISP, etc. when it has been recognized by the advertiser via the Internet that received the request for a key and the encapsulation advertisement was opened at the payment step.

[Claim 3] When an advertiser makes it accompany to correspondence and transmits an encapsulation advertisement at a distribution step The step which make the invitation sentence of a purport which pays the 2nd countervalue accompany to an encapsulation advertisement, and the 1st receiving person who opened the encapsulation advertisement makes an encapsulation advertisement accompany to the 1st receiving person's correspondence, and transmits to the 2nd receiving person by E-mail, The key transmitting step at which an advertiser transmits the key which opens an encapsulation advertisement to the 2nd receiving person according to the claim from the 2nd receiving person, If an advertiser receives the request for a key which opens an encapsulation advertisement from the 2nd receiving person The 1st which pays a contractor a countervalue through a telecommunications company, ISP, etc. pays, and A step, The 1st countervalue offset step which deducts the sum with which a telecommunications company, ISP, etc. are equivalent to the countervalue paid to the contractor from the

advertiser through a telecommunications company, ISP, etc. from a contractor's phonecall charges. If an advertiser receives the request for a key which opens an encapsulation advertisement from the 2nd receiving person The 2nd which pays the 1st receiving person the 2nd countervalue through a telecommunications company, ISP, etc. pays, and a step, a telecommunications company, ISP, etc. deduct the sum equivalent to the 2nd countervalue paid to the 1st receiving person from the advertiser through a telecommunications company, ISP, etc. from the 1st receiving person's phonecall charges. The advertising method according to claim 1 that it has the 2nd countervalue offset step and the 2nd receiving person is further characterized by for the 3rd receiving person making the 3rd receiving person accompany an encapsulation advertisement to self correspondence to the next person further one by one at the 4th receiving person, and transmitting.

[Claim 4] [a thing] when it has been recognized by the advertiser via the Internet that the 1st paid, and received the request for a key at the step, and the encapsulation advertisement was opened Pay a contractor a countervalue through a telecommunications company, ISP, etc., and the 2nd pays, and [a step] The advertising method according to claim 3 that it is characterized by paying the 1st receiving person a countervalue through a telecommunications company, ISP, etc. when it has been recognized by the advertiser via the Internet that received the request for a key and the encapsulation advertisement was opened.

[Claim 5] [a person] if the 1st receiving person who the contractor made accompany the key which opens an encapsulation advertisement and an encapsulation advertisement to correspondence at the 1st transmitting step, transmitted to the 1st receiving person by E-mail, and received the E-mail opens an encapsulation advertisement with a key The step it is recognized to be by the advertiser via the Internet that the encapsulation advertisement was opened, The step at which an advertiser will pay a contractor a countervalue through a telecommunications company, ISP, etc. if an encapsulation advertisement is opened, The advertising method according to claim 3 characterized by having the countervalue offset step which deducts the sum with which a telecommunications company, ISP, etc. are equivalent to the countervalue paid to the contractor from the advertiser through a telecommunications company, ISP, etc. from a contractor's phonecall charges.

[Claim 6] When [furthermore,] an advertiser makes it accompany to correspondence and transmits an encapsulation advertisement at a distribution step [the 1st receiving person who the invitation sentence of the purport which pays the 2nd countervalue was made to accompany to an encapsulation advertisement, and opened the encapsulation advertisement] The step which is made to accompany the key which opens an encapsulation advertisement and an encapsulation advertisement to the 1st receiving person's correspondence, and transmits to the 2nd receiving person by E-mail, [a person] if the 2nd receiving person who received the E-mail opens an encapsulation advertisement with a key The step it is recognized to be by an advertiser and a telecommunications company, ISP, etc. via the Internet that the encapsulation advertisement was opened, [the step at which an advertiser pays the 1st receiving person the 2nd countervalue through a telecommunications company, ISP, etc., a telecommunications company, ISP, etc.] It has the countervalue offset step which deducts the sum equivalent to the 2nd countervalue paid to the 1st receiving person from

the advertiser through a telecommunications company, ISP, etc. from the 1st receiving person's phonecall charges. The advertising method according to claim 5 that furthermore the 2nd receiving person is characterized by for the 3rd receiving person making the key which opens an encapsulation advertisement and an encapsulation advertisement further one by one at the next person accompany at self correspondence at the 4th receiving person, and transmitting at the 3rd receiving person.

[Claim 7] The advertising method given in any 1 clause of Claim 1 which is characterized by publishing picture information, and a sound / melody information in an encapsulation advertisement in addition to text to 6.

[Claim 8] The advertising method given in any 1 clause of Claim 1 which is characterized by publishing quiz and a rebate check in an encapsulation advertisement in addition to an advertisement to 7.

[Claim 9] The advertising method given in any 1 clause of Claim 1 characterized by an advertiser paying a contractor another countervalue when a contractor introduces persons other than a contractor to an advertiser at a contract step as those who can grow into another contractor (it is called the 2nd contractor) and the person turns into the 2nd contractor to 8.

[Claim 10] Two or more user terminals are accessed through an electric communication line and a communication network through an electric communication line. Have the computer of the advertiser who has a transmitting means to transmit to either of the user terminals, and the receiving means of a user terminal receivable, from either at least, and [said advertiser's computer] The advertising transfer system characterized by transmitting an advertisement to the 1st user terminal of said two or more user terminals through said transmitting means, and subsequently to the 1st user terminal receiving the response of the purport that said advertisement was displayed, through a receiving means from the 1st user terminal.

[Claim 11] Furthermore, the response of the purport that said advertisement to which said advertiser's computer was transmitted from the 1st user terminal was displayed on the 2nd user terminal of said two or more user terminals, And the advertising transfer system according to claim 10 characterized by receiving the discernment number of the 1st user terminal which transmitted said advertisement from the 2nd user terminal through said receiving means to the 2nd user terminal.

[Claim 12] Furthermore, the response of the purport that said advertisement to which said advertiser's computer was transmitted from the 2nd user terminal was displayed on the 3rd user terminal of said two or more user terminals, And the advertising transfer system according to claim 10 characterized by receiving the discernment number of the 2nd user terminal which transmitted said advertisement from the 3rd user terminal through said receiving means to the 3rd user terminal.

[Claim 13] Two or more user terminals are accessed through an electric communication line and a communication network through an electric communication line. It has the computer of the advertiser who has a transmitting means to transmit to either of the user terminals, and the receiving means of a user terminal receivable, from either at least. Said advertiser's computer transmits an advertisement to the 1st user terminal of said two or more user terminals through said transmitting means. The response of the purport that said advertisement transmitted from the 2nd user terminal other than the 1st user terminal was displayed on the 3rd user terminal of said two or more user terminals and other than

the 1st and the 2nd user terminal. And the advertising transfer system characterized by receiving the discernment number of the 2nd user terminal which transmitted said advertisement to the 3rd user terminal through said receiving means from the 3rd user terminal.

[Claim 14] Said advertiser's computer is an advertising transfer system given in any 1 clause of 13 from Claim 10 characterized by equipping the computer of an external organization with a means to notify that when the response of the purport that the advertisement was displayed on the user terminal is received from a user terminal.

[Claim 15] Said external organization is the commissioned company of said electric communication line, and [said advertiser's computer] When the response of the purport that the advertisement was displayed on the user terminal is received from a user terminal The advertising transfer system according to claim 14 characterized by asking to reduce the communication fee money charged at the transmitting user terminal which transmitted the advertisement to the response user terminal, and for an advertiser to pay the reduced communication fee money the commissioned company of said electric communication line.

[Claim 16] An advertising transfer system given in any 1 clause of Claim 10 characterized by said user terminal being a cellular phone to 15.

[Detailed Description of the Invention]

[0001]

[Field of the Invention] This invention relates to the high advertising method and advertising transfer system of advertising efficiency still in detail about the advertising method and an advertising transfer system system.

[0002]

[Description of the Prior Art] When selling goods and service, it is important to notify of the usefulness and the price of goods and service widely, and to pull a customer's interest. The advertisement of goods and service is conventionally performed by the character / picture advertisement published by a newspaper, a magazine, the throwaway, etc., the voice advertisement by a radio broadcast, the character / picture / voice advertisement by television broadcasting, a character / picture advertisement by direct mail, etc. With development of the latest Internet, signboard type banner advertising displayed on a portal site or a web page is also used briskly.

[0003]

[Problem to be solved by the invention] By the way, since the expense which an advertisement takes is cost which occupies goods and the big weight of the distribution cost of service, advertising by the high advertising method of advertising efficiency from on cost effectiveness is called for. However, the conventional advertisement was not large to the degree which cost effectiveness expects except for the advertisement by direct mail for many and unspecified persons who cannot necessarily grow into the purchase layer of goods, or the acceptance layer of service. That is, although the expense to an advertisement increased, there was a problem that advertising effectiveness was not so high.

[0004] Then, this invention is offering the high advertising method and advertising transfer system of advertising efficiency compared with the former.

[0005]

[Means for solving problem] In order to raise advertising efficiency, it is important for this invention person to provide those who are interested in the goods or service supplied with an advertisement, but it is difficult for him to look for the man of a large number which are interested in the goods or service supplied. Then, I discovered first the man of the small number which is interested in goods and service, and thought that it was subsequently effective to use the man's friend and acquaintance relations. That is, generally, since a friend, an acquaintance, and a friend are the same hobby, the same taste, and people that have the purchasing power of the same grade, if they are a certain specific goods, the friend of those who are interested in service, and an acquaintance, they can think that they are the same specific goods and the class which is interested in service. Therefore, advertising efficiency should become high if the specific product and service are advertised to a certain specific goods, the friend of those who are interested in service, and an acquaintance. Then, when this invention person performs the advertisement of goods and service, he discovers first those who there is the product and are interested in service, hits on an idea of transmitting an advertisement in the shape of a tree one by one using E-mail ***** to the man's friend, and an acquaintance, and came to invent this invention.

[0006] [the advertising method concerning this invention] in order to attain the above-mentioned purpose As opposed to an advertiser making the encapsulation advertisement distributed by the advertiser accompany to a contractor's correspondence, and transmitting to arbitrary third parties (henceforth the 1st receiving person) by E-mail among the 1st person (henceforth a contractor), The distribution step which distributes to a contractor the contract step which makes a contract of paying a countervalue, and the key with which an advertiser opens an encapsulation advertisement and an encapsulation advertisement, The 1st transmitting step which a contractor makes an encapsulation advertisement accompany to correspondence, and transmits to the 1st receiving person by E-mail, The key transmitting step at which an advertiser transmits the key which opens an encapsulation advertisement to the 1st receiving person according to the claim from the 1st receiving person, If an advertiser receives the request for a key which opens an encapsulation advertisement from the 1st receiving person a countervalue is paid to a contractor through a telecommunications company, ISP (internet service provider), etc. -- [it pays and / step] A telecommunications company, ISP, etc. are characterized by having the countervalue offset step which deducts the sum equivalent to the countervalue paid to the contractor from the advertiser through a telecommunications company, ISP, etc. from a contractor's phonecall charges.

[0007] By this invention method, when it has been recognized by the advertiser via the Internet that paid, and received the request for a key at the step, and the encapsulation advertisement was opened, it pays a contractor a countervalue through a telecommunications company, ISP, etc.

[0008] In order to raise advertising efficiency further, in the suitable embodiment of this invention method [a distribution step] When an advertiser makes it accompany to correspondence and transmits an encapsulation advertisement The step which make the invitation sentence of a purport which pays the 2nd countervalue accompany to an encapsulation advertisement, and the 1st receiving person who opened the encapsulation advertisement makes an encapsulation advertisement accompany to the 1st receiving

person's correspondence, and transmits to the 2nd receiving person by E-mail. The key transmitting step at which an advertiser transmits the key which opens an encapsulation advertisement to the 2nd receiving person according to the claim from the 2nd receiving person, If an advertiser receives the request for a key which opens an encapsulation advertisement from the 2nd receiving person The 1st which pays a contractor a countervalue through a telecommunications company, ISP, etc. pays, and A step, The 1st countervalue offset step which deducts the sum with which a telecommunications company, ISP, etc. are equivalent to the countervalue paid to the contractor from the advertiser through a telecommunications company, ISP, etc. from a contractor's phonecall charges, When an advertiser receives the request for a key which opens an encapsulation advertisement from the 2nd receiving person, the 2nd which pays the 1st receiving person the 2nd countervalue through a telecommunications company, ISP, etc. pays, and [a step, a telecommunications company, ISP, etc.] Deduct the sum equivalent to the 2nd countervalue paid to the 1st receiving person from the advertiser through a telecommunications company, ISP, etc. from the 1st receiving person's phonecall charges, having the 2nd countervalue offset step -- further -- the 2nd receiving person -- further one by one, the 3rd receiving person makes the 3rd receiving person accompany to self correspondence, and transmits an encapsulation advertisement to the next person to him at the 4th receiving person.

[0009] When [moreover,] it has been recognized by the advertiser via the Internet that the 1st paid, and received the request for a key at the step, and the encapsulation advertisement was opened When it has been recognized by the advertiser via the Internet that paid the contractor the countervalue through a telecommunications company, ISP, etc., and the 2nd paid, and received the request for a key at the step, and the encapsulation advertisement was opened, it pays the 1st receiving person a countervalue through a telecommunications company, ISP, etc.

[0010] Moreover, as the advertising method of an exception method [the 1st transmitting step] [a person] if the 1st receiving person who the contractor made accompany the key which opens an encapsulation advertisement and an encapsulation advertisement to correspondence, transmitted to the 1st receiving person by E-mail, and received the E-mail opens an encapsulation advertisement with a key The step it is recognized to be by the advertiser via the Internet that the encapsulation advertisement was opened, It has the step at which an advertiser will pay a contractor a countervalue through a telecommunications company, ISP, etc. if an encapsulation advertisement is opened, and the countervalue offset step which deducts the sum with which a telecommunications company, ISP, etc. are equivalent to the countervalue paid to the contractor from the advertiser through a telecommunications company, ISP, etc. from a contractor's phonecall charges.

[0011] In order to raise the advertising efficiency of the advertising method of an exception method further, further [a distribution step] When an advertiser makes it accompany to correspondence and transmits an encapsulation advertisement [the 1st receiving person who the invitation sentence of the purport which pays the 2nd countervalue was made to accompany to an encapsulation advertisement, and opened the encapsulation advertisement] The step which is made to accompany the key which opens an encapsulation advertisement and an encapsulation advertisement to the 1st receiving person's correspondence, and transmits to the 2nd receiving person by E-mail. [a

person] if the 2nd receiving person who received the E-mail opens an encapsulation advertisement with a key The step it is recognized to be by an advertiser and a telecommunications company, ISP, etc. via the Internet that the encapsulation advertisement was opened, [the step at which an advertiser pays the 1st receiving person the 2nd countervalue through a telecommunications company, ISP, etc., a telecommunications company, ISP, etc.] It has the countervalue offset step which deducts the sum equivalent to the 2nd countervalue paid to the 1st receiving person from the advertiser through a telecommunications company, ISP, etc. from the 1st receiving person's phonecall charges. Furthermore, the 2nd receiving person makes the 3rd receiving person go together at self correspondence, and transmits to him the key with which the 3rd receiving person opens an encapsulation advertisement and an encapsulation advertisement further one by one to the 4th receiving person at the next person.

[0012] Moreover, in addition to text, picture information, and a sound / melody information are published in an encapsulation advertisement, and advertising effectiveness is heightened, and further, quiz and a rebate check are added, it publishes in an encapsulation advertisement in addition to an advertisement, and you may make it raise the popularity of an encapsulation advertisement. Moreover, when a contractor introduces persons other than a contractor to an advertiser as those who can grow into another contractor (it is called the 2nd contractor) and the person turns into the 2nd contractor, you may make an advertiser pay a contractor another countervalue at a contract step. Thus, by increasing a contractor, advertising efficiency can be raised further. Moreover, when looking for a contractor, banner advertising of contractor collection is placed in an advertiser's homepage etc., and it invites by various methods, such as methods other than banner advertising, for example, a newspaper advertisement etc.

[0013] When a contractor, the receiving person of the 1st, 2nd, and 3rd ..., etc. use advertising [a part of] for the initial screen (what is called wallpaper) of a computer, you may make it pay the further countervalue. Furthermore, also when the melody currently used during the advertisement is used as a ringtone of a Personal Digital Assistant, you may make it pay further another countervalue. It is because the opening volition of an encapsulation advertisement can be raised and advertising durability can be held by this.

[0014] By this invention method, not only the advertiser that advertises in order to supply goods and service but an advertiser's advertising agency is included with an advertiser. Moreover, as long as it can contract with a telecommunications company or ISP (internet service provider) including a natural person, a corporation, an organization, etc., a contractor and the receiving person of the 1st, 2nd, and 3rd .. do not ask the qualification, and two or more persons are more desirable from a point of advertising efficiency than from one person. By this invention method, since an advertiser pays a countervalue to a contractor and the receiving person of the 1st, 2nd, and 3rd .. through a telecommunications company, a countervalue can pay, cost can be made low and advertising cost can be reduced. An E-mail includes not only the communication between computers but the communication between the Personal Digital Assistants containing a cellular phone and communication between a computer and a Personal Digital Assistant. An advertisement is suitably taken as the information which can be saved at the computer of a contractor and the receiving person of the 1st, 2nd, and 3rd .., and a Personal Digital

Assistant. Still picture information or animation picture information is sufficient as the picture information which constitutes an advertisement.

[0015] [the system which carries out the work example of the advertising method concerning this invention] An encapsulation means for it to have the advertising server connected to the Internet, and for an advertising server to encapsulate the advertisement which consists of text, and to create an encapsulation advertisement, A distribution means to distribute the key which opens an encapsulation advertisement and an encapsulation advertisement through the Internet to a contractor, ***** was paid to the transmitting person of the encapsulation advertisement for the countervalue through that the encapsulation advertisement was opened and a detection means to detect the transmitting person of the opened encapsulation advertisement, and the telecommunications company, and it has the means.

[0016] In the suitable embodiment of this invention, in addition to text, the encapsulation means can encapsulate at least one of picture information, and the sounds / melody information, and can create an encapsulation advertisement.

[0017] Moreover, the advertising transfer system concerning this invention accesses two or more user terminals through an electric communication line and a communication network through an electric communication line. Has the computer of the advertiser who has a transmitting means to transmit to either of the user terminals, and the receiving means of a user terminal receivable, from either at least, and [said advertiser's computer] An advertisement is transmitted to the 1st user terminal of said two or more user terminals through said transmitting means, and it is characterized by subsequently to the 1st user terminal receiving the response of the purport that said advertisement was displayed, through a receiving means from the 1st user terminal.

[0018] Furthermore, the response of the purport that said advertisement to which said advertiser's computer was transmitted from the 1st user terminal was displayed on the 2nd user terminal of said two or more user terminals, And the discernment number of the 1st user terminal which transmitted said advertisement is received from the 2nd user terminal through said receiving means to the 2nd user terminal. Furthermore, the response of the purport that said advertisement to which said advertiser's computer was transmitted from the 2nd user terminal was displayed on the 3rd user terminal of said two or more user terminals, And the discernment number of the 2nd user terminal which transmitted said advertisement is received from the 3rd user terminal through said receiving means to the 3rd user terminal.

[0019] Moreover, the advertising transfer system concerning this invention accesses two or more user terminals through an electric communication line and a communication network through an electric communication line. It has the computer of the advertiser who has a transmitting means to transmit to either of the user terminals, and the receiving means of a user terminal receivable, from either at least. Said advertiser's computer transmits an advertisement to the 1st user terminal of said two or more user terminals through said transmitting means. The response of the purport that said advertisement transmitted from the 2nd user terminal other than the 1st user terminal was displayed on the 3rd user terminal of said two or more user terminals and other than the 1st and the 2nd user terminal, And it is characterized by receiving the discernment number of the 2nd user terminal which transmitted said advertisement to the 3rd user terminal through said receiving means from the 3rd user terminal.

[0020] Said advertiser's computer equips the computer of the external organization with a means to notify that, when said advertiser's computer receives the response of the purport that the advertisement was displayed on the user terminal, from a user terminal.

Moreover, in the suitable embodiment, said external organization is the commissioned company of said electric communication line, and [said advertiser's computer] When an advertisement receives the response of the purport that it was displayed on the user terminal, from a user terminal, the commissioned company of said electric communication line is asked to reduce the communication fee money charged at the transmitting user terminal which transmitted the advertisement to the response user terminal, and for an advertiser to pay the reduced communication fee money. Said user terminal is a cellular phone practical.

[0021]

[Mode for carrying out the invention] With reference to an accompanying drawing, the example of an embodiment is given to below and the form of operation of this invention is explained to it concretely and in detail.

The example of the one example embodiment of an embodiment of the advertising method is an example of the embodiment of the advertising method concerning this invention, and the block diagram showing the composition of the advertising system by which drawing 4 enforces the advertising method of this example of an embodiment, and drawing 5 are flow charts which show the procedure of the advertising method of this example of an embodiment. The advertising system 60 which enforces the advertising method of this example of an embodiment is equipped with the advertising server 64 connected to the communication network of Internet 62 grade as shown in drawing 4. An encapsulation means 66 for the advertising server 64 to encapsulate the advertisement which consists of text, picture information, and a sound / melody information, and to create an encapsulation advertisement, A distribution means 68 to distribute the key which opens an encapsulation advertisement and an encapsulation advertisement through the Internet 62 to a contractor, A receiving means 69 to receive the request for a key which opens an encapsulation advertisement from a receiving person, ***** was paid to the transmitting person of the encapsulation advertisement for the countervalue through a key transmitting means 70 to transmit the key with which an advertiser opens an encapsulation advertisement in response to the request for a key which opens an encapsulation advertisement from a receiving person to a receiving person, and the telecommunications company, and it has the means 72.

[0022] The Internet 62 is accessed and the advertising server 64 can access now a contractor's computer 74, the computers 76, 78, and 80 of the receiving person of the 1st, 2nd, and 3rd ..., and the computer 82 of a telecommunications company through the Internet 62.

[0023] Below with reference to drawing 5 , the procedure of the advertising method of this example of an embodiment using the above-mentioned advertising system 10 is explained. First, the 1st step S1 An advertiser makes a contract of paying a countervalue to making the encapsulation advertisement distributed by the advertiser accompany to a contractor's correspondence, and transmitting to the 1st receiving person by E-mail among at least one contractor. the 2nd step S2 *** -- an advertiser distributes the key which opens an encapsulation advertisement and an encapsulation advertisement from the advertising server 64 through the Internet 62 to a contractor's computer 74. the 2nd step

S2 **** -- the advertiser makes the invitation sentence of the purport which pays the 2nd countervalue accompany to an encapsulation advertisement by making it accompany to correspondence and transmitting an encapsulation advertisement

[0024] The 3rd step S3 A contractor makes an encapsulation advertisement accompany to correspondence then, and it transmits to the 1st receiving person's computer 76 by E-mail. The 4th step S4 The 1st receiving person who received the E-mail then asks an advertiser for the key which opens an encapsulation advertisement. An advertiser receives the claim of ***** by the receiving means 69. When the receiving means 69 receives a claim, it is the 5th step S5. Even if it shifts and passes through predetermined time, when the receiving means 69 does not detect, an advertising procedure is completed here. The 5th step S5 while transmitting the key with which an advertiser opens an encapsulation advertisement then to the 1st receiving person A countervalue is paid to a contractor through a telecommunications company, and a telecommunications company deducts the sum equivalent to the countervalue paid to the contractor from the advertiser through the telecommunications company from a contractor's phonecall charges, and offsets it.

[0025] The 6th step S6 **** -- the 1st receiving person who opened the encapsulation advertisement makes an encapsulation advertisement accompany to the 1st receiving person's correspondence, and transmits to the 2nd receiving person's computer 78 through the Internet 62 by E-mail. The 7th step S7 The 2nd receiving person who received the E-mail then asks an advertiser for the key which opens an encapsulation advertisement. An advertiser receives a claim to that effect by the receiving means 69. When the receiving means 69 receives a claim, even if it shifts to the 8th step S8 and passes through predetermined time, when the receiving means 69 does not detect, an advertising procedure is completed here. The 8th step S8 while transmitting the key with which an advertiser opens an encapsulation advertisement then to the 2nd receiving person A countervalue is paid to the 1st receiving person through a telecommunications company, and a telecommunications company deducts the sum equivalent to the countervalue paid to the 1st receiving person from the advertiser through the telecommunications company from the 1st receiving person's phonecall charges, and offsets it.

[0026] The 9th step S9 **** -- the 2nd receiving person who opened the encapsulation advertisement makes an encapsulation advertisement accompany to the 3rd receiving person's correspondence, and transmits to the 3rd receiving person's computer 80 through the Internet 62 by E-mail. Hereafter, it is the above step [7th] S7 until the procedure of the encapsulation advertisement by all the E-mails is completed. And the 8th step S8 It repeats.

[0027] In addition to text, by the advertising method of this example of an embodiment, picture information, and a sound / melody information are published in the encapsulation advertisement. Moreover, in addition to an advertisement, quiz and a rebate check can be added, it can publish in an encapsulation advertisement, and an interested receiving person can subscribe.

[0028] The example of the two example embodiment of an embodiment of the advertising method is another example of the embodiment of the advertising method concerning this invention, and the block diagram showing the composition of the advertising system by which drawing 1 enforces the advertising method of this example of an embodiment, and drawing 2 are flow charts which show the procedure of the advertising method of this example of an embodiment. The advertising system 10 which

enforces the advertising method of this example of an embodiment is equipped with the advertising server 14 connected to the communication network of Internet 12 grade as shown in drawing 1. An encapsulation means 16 for the advertising server 14 to encapsulate the advertisement which consists of text, picture information, and a sound / melody information, and to create an encapsulation advertisement, A distribution means 18 to distribute the key which opens an encapsulation advertisement and an encapsulation advertisement through the Internet 12 to a contractor, ***** was paid to the transmitting person of the encapsulation advertisement for the countervalue through that the encapsulation advertisement was opened and a detection means 20 to detect the transmitting person of the opened encapsulation advertisement, and the telecommunications company, and it has the means 22.

[0029] The Internet 12 is accessed and the advertising server 14 can access now a contractor's computer 24, the computers 26, 28, and 30 of the receiving person of the 1st, 2nd, and 3rd ..., and the computer 32 of a telecommunications company through the Internet 12.

[0030] Below with reference to drawing 2 , the procedure of the advertising method of this example of an embodiment using the above-mentioned advertising system 10 is explained. First, the 1st step S1 An advertiser makes a contract of paying a countervalue to making the encapsulation advertisement distributed by the advertiser accompany to a contractor's correspondence, and transmitting to the 1st receiving person by E-mail among at least one contractor. the 2nd step S2 **** -- an advertiser distributes the key which opens an encapsulation advertisement and an encapsulation advertisement from the advertising server 14 through the Internet 12 to a contractor's computer 24. the 2nd step S2 **** -- the advertiser makes the invitation sentence of the purport which pays the 2nd countervalue accompany to an encapsulation advertisement by making it accompany to correspondence and transmitting an encapsulation advertisement

[0031] the 3rd step S3 **** -- a contractor makes the key which opens an encapsulation advertisement and an encapsulation advertisement accompany to correspondence, and it transmits to the 1st receiving person's computer 26 by E-mail. The 4th step S4 The detection means 20 of the advertising server 14 detects [whether the 1st receiving person who received the E-mail then opened the encapsulation advertisement with the key, and]. When the detection means 20 detects, it is the 5th step S5. Even if it shifts and passes through predetermined time, when the detection means 20 does not detect, an advertising procedure is completed here. the 5th step S5 **** -- an advertiser pays a contractor a countervalue through a telecommunications company, and a telecommunications company deducts the sum equivalent to the countervalue paid to the contractor from the advertiser through the telecommunications company from a contractor's phonecall charges, and offsets it.

[0032] the 6th step S6 **** -- the 1st receiving person who opened the encapsulation advertisement makes the key which opens an encapsulation advertisement and an encapsulation advertisement accompany to the 1st receiving person's correspondence, and it transmits to the 2nd receiving person's computer 28 through the Internet 12 by E-mail. The 7th step S7 The detection means 20 of the advertising server 14 detects [whether the 2nd receiving person who received the E-mail then opened the encapsulation advertisement with the key, and]. When the detection means 20 detects, it is the 8th step S8. Even if it shifts and passes through predetermined time, when the

detection means 20 does not detect, an advertising procedure is completed here, the 8th step S8 **** -- an advertiser pays the 1st receiving person a countervalue through a telecommunications company, and a telecommunications company deducts the sum equivalent to the countervalue paid to the 1st receiving person from the advertiser through the telecommunications company from the 1st receiving person's phonecall charges, and offsets it.

[0033] the 9th step S9 **** -- the 2nd receiving person who opened the encapsulation advertisement makes the key which opens an encapsulation advertisement and an encapsulation advertisement accompany to the 3rd receiving person's correspondence, and it transmits to the 3rd receiving person's computer 30 through the Internet 12 by E-mail. Hereafter, it is the above step [7th] S7 until the procedure of the encapsulation advertisement by all the E-mails is completed. And the 8th step S8 It repeats.

[0034] In addition to text, by the advertising method of this example of an embodiment, picture information, and a sound / melody information are published in the encapsulation advertisement. Moreover, in addition to an advertisement, quiz and a rebate check can be added, it can publish in an encapsulation advertisement, and an interested receiving person can subscribe.

[0035] The example of the example book embodiment of an embodiment of an advertising transfer system is an example of the embodiment of the advertising transfer system concerning this invention, and drawing 3 is the block diagram showing the composition of the advertising transfer system of this example of an embodiment. The advertising transfer system 40 of this example of an embodiment minds the electric communication line 42, as shown in drawing 3 . Or two or more user terminals 46 were accessed through the electric communication line 42 and the communication network 44, and it has the computer 52 of the advertiser who has the transmitting means 48 which either of the user terminals 46 transmits, and a receiving means 50 of the user terminal 46 to receive from either at least. In this example of an embodiment, the user terminal 46 is a cellular phone.

[0036] An advertiser's computer 52 transmits an advertisement to the 1st user terminal 46a of two or more user terminals 46 through the transmitting means 48, and, subsequently receives the response of the purport that the advertisement was displayed on the 1st user terminal through the receiving means 50, from the 1st user terminal 46a. Furthermore, the response of the purport that the advertisement to which the advertiser's computer 52 was transmitted from the 1st user terminal 46a was displayed on the 2nd user terminal 46b of two or more user terminals 46, And the discernment number of the 1st user terminal 46a which transmitted the advertisement to the 2nd user terminal 46b is received through the receiving means 50 from the 2nd user terminal 46b. Furthermore, the response of the purport that the advertisement to which the advertiser's computer 52 was transmitted from the 2nd user terminal 46b was displayed on the 3rd user terminal 46c of two or more user terminals 46, And the discernment number of the 2nd user terminal 46b which transmitted the advertisement to the 3rd user terminal 46c is received through the receiving means 50 from the 3rd user terminal 46c. It is the same about the 4th user terminal (not shown) or subsequent ones.

[0037] Moreover, the advertiser's computer 52 equips the computer 54 of the commissioned company of an electric communication line with a notice means 56 to notify that, when the response of the purport that the advertisement was displayed on the

user terminal 46 is received from a user terminal, and [an advertiser's computer 52] when the response of the purport that the advertisement was displayed on the user terminal 46 is received from the user terminal 46 The commissioned company of an electric communication line is asked to reduce the communication fee money charged at the transmitting user terminal which transmitted the advertisement to the response user terminal, and for an advertiser to pay the reduced communication fee money through the notice means 56.

[0038] Although the user terminal 46 is made into the cellular phone in this example of an embodiment, not only a cellular phone but a personal computer or a Personal Digital Assistant is sufficient as the user terminal 46, for example.

[0039]

[Effect of the Invention] By giving an economical incentive to the transmitting person who accompanies an encapsulation advertisement and transmits an E-mail according to this invention method The 1st receiving person who opened the encapsulation advertisement makes the key which opens an encapsulation advertisement or an encapsulation advertisement, and an encapsulation advertisement accompany to the 1st receiving person's correspondence, and it transmits to the 2nd receiving person by E-mail. Furthermore, the 2nd receiving person makes the 3rd receiving person go together at self correspondence, and transmits to him the key with which the 3rd receiving person opens an encapsulation advertisement and an encapsulation advertisement further one by one to the 4th receiving person at the next person. That is, the high advertising method of advertising efficiency is realized by transmitting an encapsulation advertisement to the next receiving person in the shape of a tree one by one through an E-mail.

[0040] According to this invention, two or more user terminals are accessed through an electric communication line and a communication network through an electric communication line. It has the computer of the advertiser who has a transmitting means to transmit to either of the user terminals, and the receiving means of a user terminal receivable, from either at least. The advertising transfer system which enforces the high advertising method of advertising efficiency is realized by transmitting an advertisement to the 1st user terminal of two or more user terminals through a transmitting means, and receiving the response of the purport that the advertisement was displayed on either of the user terminals through the receiving means, from either of the user terminals.

[Translation done.]